

Natl Med. Res. Planning&Placement
 815 Slaters Lane
 Alexandria VA 22314

Submission Number 237 Issue 1



WNCN-TV
 1205 Front St.
 Raleigh, NC 27609

PHONE (919) 836-1717 FAX (919) 836-1747

Orig

Client: Republican National Comm-	Submission Cost: 7025	Campaign Ref: E:120816133
Buyer: Rnc/ Issue	Client/Product/Estimate: 20 /442 /3034	Sales Rep: HRP Washington, DC
Schedule Dates: 08/13/12 to 08/26/12	Weeks: 2	Order Ref: 06282874
Est./PO Number: 06282874	Contract type: Political	Business Type: POLITICAL
Associated Copies: No		Business Category: Transactional

Product: Rnc	Booking Group: WNCN	Key Market: Raleigh-Durham, NC
Demographic: (L) Household	Order:	

Ref	Sales Product Details	Rev Type	Rate	Spot Type	08/13	08/20	Total	C
1	M-F 530p Judge Judy ...F..	03	210	30 Comme	Nbr of Spots	1	1	
2	M-F 5p Judge Judy M.....	03	210	30 Comme	Nbr of Spots	1	1	
3	Sat 7p NewsS.	01	175	30 Comme	Nbr of Spots	1	1	
4	Sat 7a Today ShowS.	02	250	30 Comme	Nbr of Spots	1	1	
5	Sun 6p NewsS	02	350	30 Comme	Nbr of Spots	1	1	
6	M-F 5p Judge Judy ...T...	03	210	30 Comme	Nbr of Spots	1	1	
7	M-F 530p Judge Judy .T.....	03	210	30 Comme	Nbr of Spots	1	1	
8	M-F 5p Judge Judy ..W....	03	210	30 Comme	Nbr of Spots	1	1	
9	Mon 9p ET / 8p CT Stars Earn Stripes	04	2600	30 Comme	Nbr of Spots	1	1	
Weekly Totals: Total Spots(Ord Spots)					4	7	11	

NBC 17
accurate, balanced, to the point

ANTENNA TV

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Orig

Client:	Republican National Comm- Rnc/ Issue	Submission Cost:	7025	Campaign Ref:	E:120816133
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Est./PO Number:	06282874	Contract type:	Political	Business Type:	POLITICAL
Associated Copies:	No			Business Category:	Transactional

Ref	Sales Product Details	Rev Type	Rate	Spot Type	08/13	08/20	Total	C
10	M..... Fri 8p ET / 7p CT Americas Got TalentF..	04	1500	30 Comme	Nbr of Spots	1	1	
11	Sun 7p ET / 6p CT NBC Dateline SundayS	03	1100	30 Comme	Nbr of Spots	1	1	
Weekly Totals: Total Spots(Ord Spots)					4	7	11	

Grand Totals			
	Month 8 Weeks: 4		
	08/13	08/20	
Totals			
Spots	11	4	7
Cost	7025	1875	5150

Grand Totals:	
Spots:	11
Gross Total:	7,025.00
Commission:	1,053.75
Net Total:	5,971.25

REP HEADLINE# 6282874
\$\$\$ APPROVED ORIGINAL REV#0 \$\$\$

REP: TEL# 703-516-9399 FAX# 703-516-9680
CREDIT ADVISORY: AGENCY CREDIT RISK !!
ORDER WORKSHEET HARRIS REPORT FROM STATION AUG16/12 15.2
*** WNCN-TV ***

ADV # ADV. NAME ISS/RNC

AGY # AGY. NAME NAT'L MEDIA RESEARCH PLANNING PLAC

815 SLATERS LANE

ALEXANDRIA, VA 22314

REP. # OFF. # SALESMAN #

BUYER NAME TRACEY ROBINSON

SALES PRSN WA- MICK NESCI (H)

ORDER # CONTRACT # 6282874

CLASS: NATL. LOCAL REGIONAL

PRDCT RNC EST#3034 COMMENTS: (LINE, ORDER, INVOICE)

FLIGHT DATES AUG18/12 AUG24/12 WK-1

CITY TAX STATE TAX CO-OP BILLING NEEDED DATE AUG16/12 15.22

REP: NEW ORDER
TTL \$7,025 @11X
PLEASE CONFIRM
THANKS SHOSHANA FOR MICK

STA: PLS SEE M1 FOR NEW OFFER
PLS ADVISE ASAP!
THX, CHERYL 8/16

CON CM ***** THIS IS A CASH IN ADVANCE SCHEDULE *****

REPUBLICAN NATIONAL COMMITTEE
STATION MAKEGOOD OFFERS:

M1 UNRESL BUY#8 MISSED: SUN/900P-1100P AUG19 30S \$1,500.00 (AUG16/12)
OFFER: FRI/800P-900P AUG24 30S \$1,500.00 PLS ADVISE.
CMT: SPOT NA D/T PROGRAM CHG- MG BOOKED AMERICA'S GOT TALENT FRI 8/24
CMT: PLS ADVISE

CONTRACT TOTAL \$7,025.00
TOTAL SPOTS 11

REP HEADLINE# 6282874
\$\$\$ APPROVED ORIGINAL REV#0 \$\$\$

REP: TEL# 703-516-9399 FAX# 703-516-9680
CREDIT ADVISORY: AGENCY CREDIT RISK !!!
ORDER WORKSHEET HARRIS REPORT FROM STATION

AUG16/12 15.2
*** WNCN-TV ***

ADV #	ADV. NAME	ISS/RNC	REP. #	OFF. #	SALESMAN #
AGY #	AGY. NAME	NAT'L MEDIA RESEARCH PLANNING PLAC	BUYER NAME	TRACEY ROBINSON	
		815 SLATERS LANE	SALES PRSN	WA- MICK NESCI (H)	
		ALEXANDRIA, VA 22314			
ORDER #	CONTRACT #	6282874	CLASS: NATL.	LOCAL	REGIONAL
PRDCT RNC	EST#3034	COMMENTS: (LINE, ORDER, INVOICE)			
FLIGHT DATES	AUG18/12	AUG24/12	WK-1		
CITY TAX	STATE TAX	CO-OP BILLING NEEDED			DATE AUG16/12 15.21

REP: NEW ORDER
TTL \$7,025 @11X
PLEASE CONFIRM
THANKS SHOSHANA FOR MICK

CON CM ***** THIS IS A CASH IN ADVANCE SCHEDULE *****
REPUBLICAN NATIONAL COMMITTEE
NOTICE: CHANGES OF THIS ORDER HAVE BEEN APPROVED. CONTRACT SCHEDULED FOR GENERATION

CONTRACT TOTAL \$7,025.00
TOTAL SPOTS 11

REP HEADLINE# 6282874
 *** ORIGINAL REV#0 ***

REP: TEL# 703-516-9399 FAX# 703-516-9680
 CREDIT ADVISORY: AGENCY CREDIT RISK !!!
 ORDER WORKSHEET HARRIS REPORT FROM REP

AUG16/12 13.1
 *** WNCN-TV ***

ADV # ADV. NAME ISS/RNC REP. # OFF. # SALESMAN #
 AGY # AGY. NAME NAT'L MEDIA RESEARCH PLANNING PLAC BUYER NAME TRACEY ROBINSON

815 SLATERS LANE SALES PRSN WA- MICK NESCI (H)

ALEXANDRIA, VA 22314

ORDER # CONTRACT # 6282874 CLASS: NATL. LOCAL REGIONAL

PRDCT RNC EST#3034 COMMENTS: (LINE, ORDER, INVOICE)

FLIGHT DATES AUG18/12 AUG24/12 WK-1

CITY TAX STATE TAX CO-OP BILLING NEEDED DATE AUG16/12 13.19

REP: NEW ORDER
 TTL \$7,025 @11X
 PLEASE CONFIRM
 THANKS SHOSHANA FOR MICK

CON CM ***** THIS IS A CASH IN ADVANCE SCHEDULE *****
 REPUBLICAN NATIONAL COMMITTEE

LINE#	REP	CD	TIME PERIOD	LGTH	SEC	RATE	START DATE	END DATE	SPTS /WK	WEEK INVT	DAYS	TOTL SPTS
1			530P-600P	30		\$210.00	8/24	8/24	1		FRI	1
AGENCY ADVERTISER CODE = 20												
AGENCY PRODUCT CODE = 442												
AGENCY EST# = 3034												
PROGRAM : JUDGE JUDY B												
RA35-64 : 1.0												
CON COM1: JUDGE JUDY B												
2			500P-530P	30		\$210.00	8/20	8/20	1		MON	1
PROGRAM : JUDGE JUDY												
RA35-64 : 1.0												
CON COM1: JUDGE JUDY												

mm
 8/16

REP HEADLINE# 6282874
 *** ORIGINAL REV#0 ***

REP: TEL# 703-516-9399 FAX# 703-516-9680
 CREDIT ADVISORY: AGENCY CREDIT RISK !!!
 ORDER WORKSHEET HARRIS REPORT FROM REP
 AUG16/12 13.1
 *** WNCN-TV ***

LINE#	REP	CD	TIME PERIOD	LGTH	SEC	RATE	START DATE	END DATE	SPTS /WK	WEEK INVT	DAYS	TOTL SPTS
3			900P-1000P	30		\$2,600.00	8/20	8/20	1		MON	1
PROGRAM : STARS EARN STRIPES												
RA35-64 : 4.0												
CON COM1 : STARS EARN STRIPES												
4			700P-730P	30		\$175.00	8/18	8/18	1		SAT	1
PROGRAM : NBC-17 NEWS-7												
RA35-64 : 1.5												
CON COM1 : NBC-17 NEWS-7												
5			700A-900A	30		\$250.00	8/18	8/18	1		SAT	1
PROGRAM : SATURDAY TODAY												
RA35-64 : 1.5												
CON COM1 : SATURDAY TODAY												
6			600P-630P	30		\$350.00	8/19	8/19	1		SUN	1
PROGRAM : NBC-17 NEWS-6												
RA35-64 : 1.7												
CON COM1 : NBC-17 NEWS-6												
7			700P-800P	30		\$1,100.00	8/19	8/19	1		SUN	1
PROGRAM : DATELINE												
RA35-64 : 2.6												
CON COM1 : DATELINE												
* 8			900P-1100P	30		\$1,500.00	8/19	8/19	1		SUN	1
PROGRAM : AGT												
RA35-64 : 4.4												
CON COM1 : AGT												
9			500P-530P	30		\$210.00	8/23	8/23	1		THU	1
PROGRAM : JUDGE JUDY												
RA35-64 : 1.0												
CON COM1 : JUDGE JUDY												
10			530P-600P	30		\$210.00	8/21	8/21	1		TUE	1
PROGRAM : JUDGE JUDY B												
RA35-64 : 1.0												
CON COM1 : JUDGE JUDY B												

WIA: AGT Fri 8p

REP HEADLINE# 6282874
 *** ORIGINAL REV#0 ***

REP: TEL# 703-516-9399 FAX# 703-516-9680
 CREDIT ADVISORY: AGENCY CREDIT RISK !!
 ORDER WORKSHEET HARRIS REPORT FROM REP
 AUG16/12 13.1
 *** WNCN-TV ***

LINE#	REP	CD	TIME PERIOD	LGTH	SEC	RATE	START DATE	END DATE	SPTS /WK	WEEK INVT	DAYS	TOTL SPTS
11			500P-530P	30		\$210.00	8/22	8/22	1		WED	1
PROGRAM : JUDGE JUDY												
RA35-64 : 1.0												
CON COM1: JUDGE JUDY												

AUG/12 \$7,025.00 CONTRACT TOTAL \$7,025.00
 TOTAL SPOTS 11

MARKET TOTALS \$87,812 WNCN 8% WRAL 40% WTVB 37% WRAZ 10% WRDC 0% WFLA 5% CABL 0%
 SHARES ESTIMATED
 SVC- NSI BOOKS- JUL/11
 DEMOS- RA35-64*

AGREEMENT FORM FOR NON-CANDIDATE/ISSUE ADVERTISEMENTS

Station and Location:	Date:
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I, Jon Ferrell
do hereby request station time concerning the following issue:

Republican National Committee- IE

Broadcast Length	Time of Day, Rotation or Package	Days	Class	Times per Week	Number of Weeks
See Schedule	See Schedule	See Schedule	See Schedule	See Schedule	See Schedule

Total Charges:

This broadcast time will be used by: Republican National Committee- IE

Does the programming (in whole or in part) communicate "a message relating to any political matter of national importance?"	
<input checked="checked" type="checkbox"/> Yes	<input type="checkbox"/> No

For programming that "communicates a message relating to any political matter of national importance," list the name of the legally qualified candidate(s) the programming refers to, the office(s) being sought and the date(s) of the election(s) (if applicable):

Barack Obama; President; 11-6-2012

For programming that "communicates a message relating to any political matter of national importance," attach Agreed Upon Schedule (Page 3)

I represent that the payment for the above described broadcast time has been furnished by:

Republican National Committee- IE
Anthony W. Parker, Treasurer

and you are authorized to announce the time as paid for by such person or entity. The entity furnishing the payment, if other than an individual person, is:

☐ a corporation; ☒ a committee; ☐ an association; ☐ or other unincorporated group.

The names, offices, and addresses of the chief executive officers, directors, and/or authorized agents of the entity are named below (may be attached separately):

THIS STATION DOES NOT DISCRIMINATE OR PERMIT DISCRIMINATION ON THE BASIS OF RACE OR ETHNICITY IN THE PLACMENT OF ADVERTISING.

I agree to indemnify and hold harmless the station for any damages or liability, including reasonable attorney's fees, that may ensue from the broadcast of the above-requested advertisement(s). For the above-stated broadcast(s), I also agree to prepare a script, transcript, or tape, which will be delivered to the station at least _____ before the time of the scheduled broadcasts.

TO BE SIGNED BY ISSUE ADVERTISER

7-12-12 *John Ferrell* 703-683-4877
Date Signature Contact Phone Number

TO BE SIGNED BY STATION REPRESENTATIVE

☐ Accepted ☐ Accepted in Part ☐ Rejected

Signature Printed Name Title